

CCT Route 10 & MARTA Route 12

“A Model of Joint Regional Service”



Presented to the
Transit Planning Board

Carol G. Smith
Director, Research & Analysis
MARTA
October 25, 2007

PRESENTATION OVERVIEW

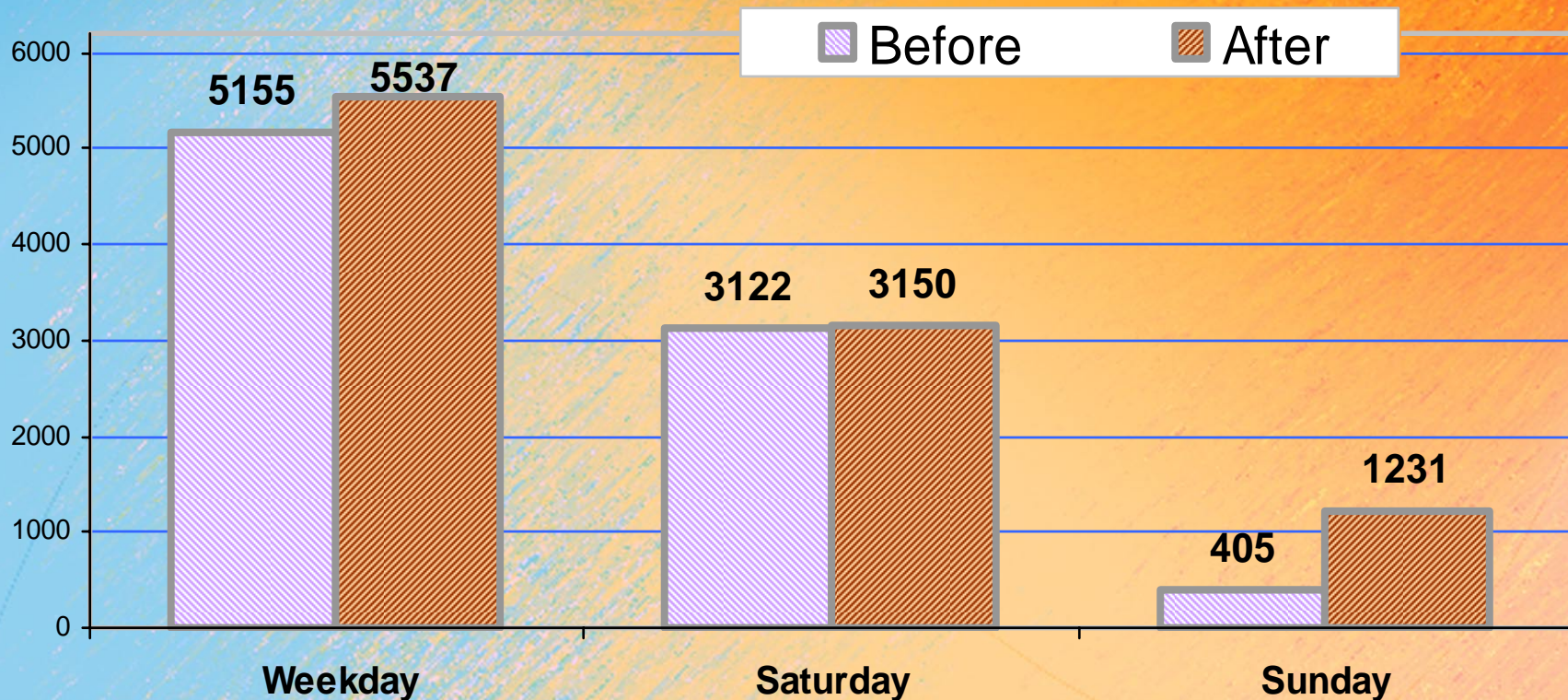
- Study Overview
- Ridership Changes
- Major Information Sources
- Overall Satisfaction
- Ridership By Home ZIP Code
- Joint Service Impacts
- Conclusions

STUDY OVERVIEW

- Joint Service Launched November 20, 2006
- Survey Objectives:
 - Identify the impacts of the joint service
 - Gather customer feedback
 - Measure customer satisfaction levels
- MARTA Route 12:
 - March 21, 2007 to April 4, 2007
 - 334 Face-to-Face interviews
 - Cumberland Transfer Center – Midtown Station
- CCT Route 10 (10 & 10A & 10B):
 - August 04, 2007 to August 29, 2007
 - 209 Face-to-Face interviews
 - Cumberland Transfer Center - Arts Center Station - Five Points

RIDERSHIP CHANGES

Total Ridership for Route 12 and Route 10 Before and After November 20, 2006



(Note: No Sunday service for CCT Route 10)

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

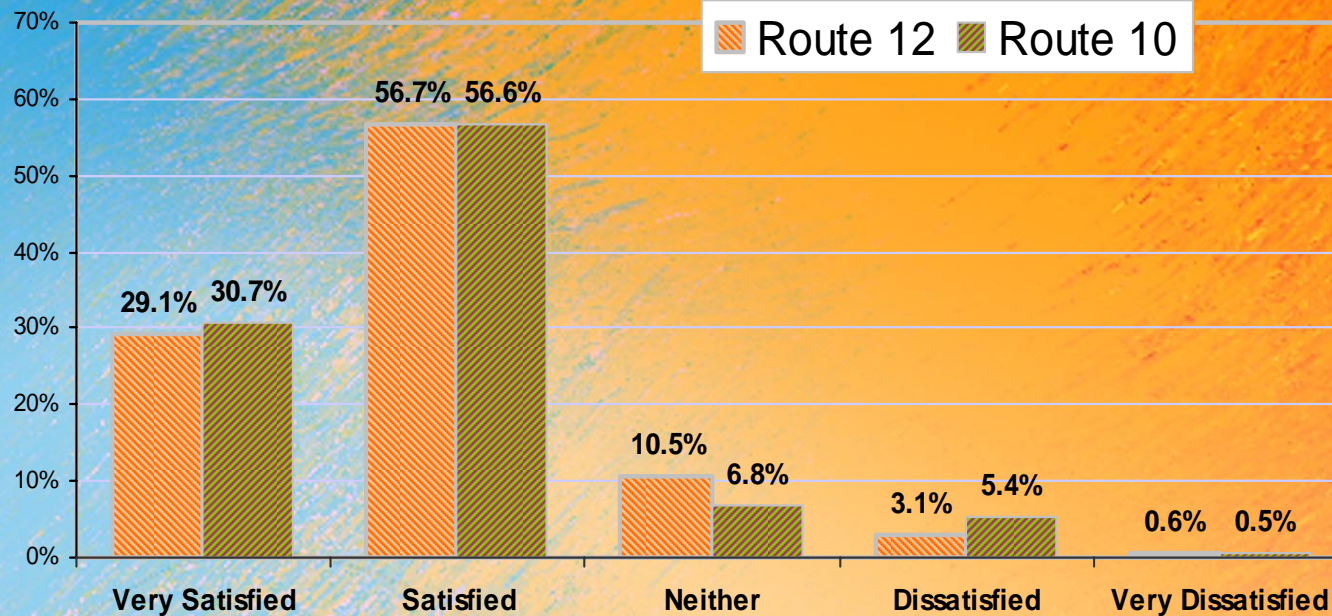


TOP INFORMATION SOURCES

How Customers Heard the News About the Joint Service

	MARTA Route 12	CCT Route 10
Another Customer	29%	42%
Information at Rail Station	17%	17%
MARTA Bus Driver	14%	---
Flyers Inside MARTA Bus	12%	2%
MARTA Website	7%	10%
CCT Website	1%	10%
Other	20%	19%
Total	100%	100%

OVERALL SATISFACTION



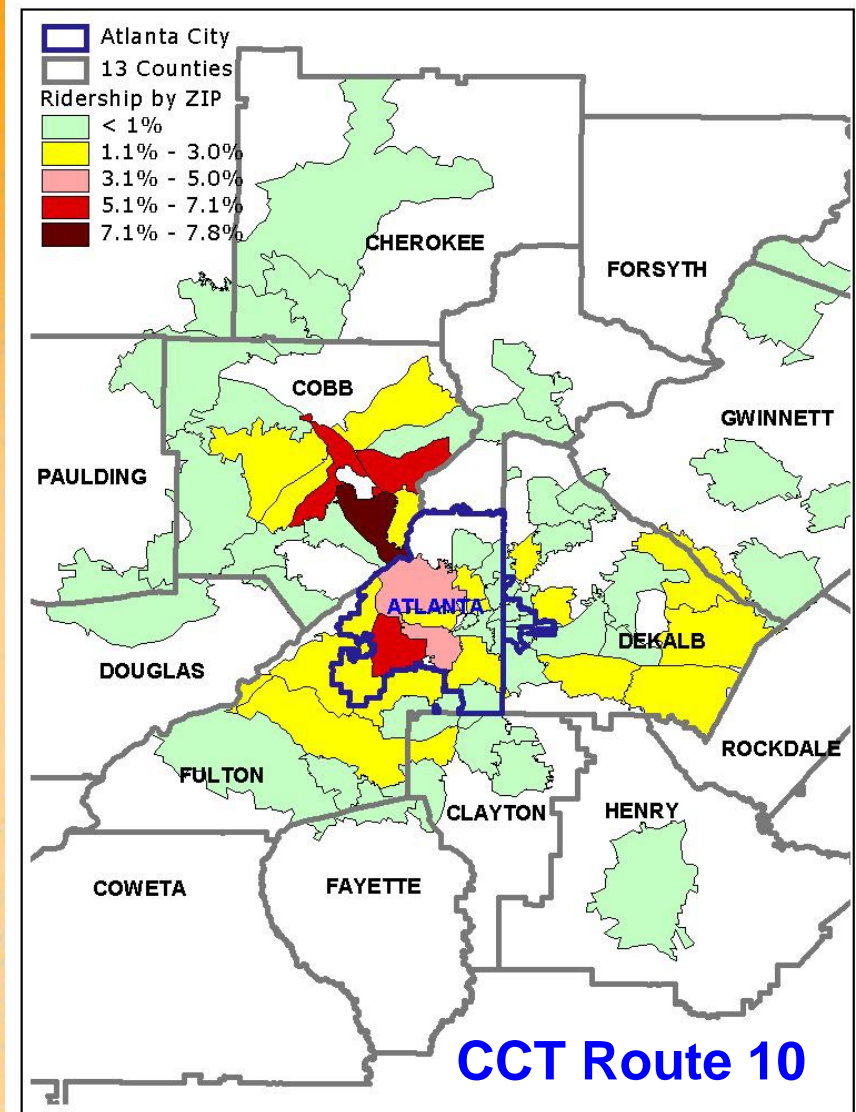
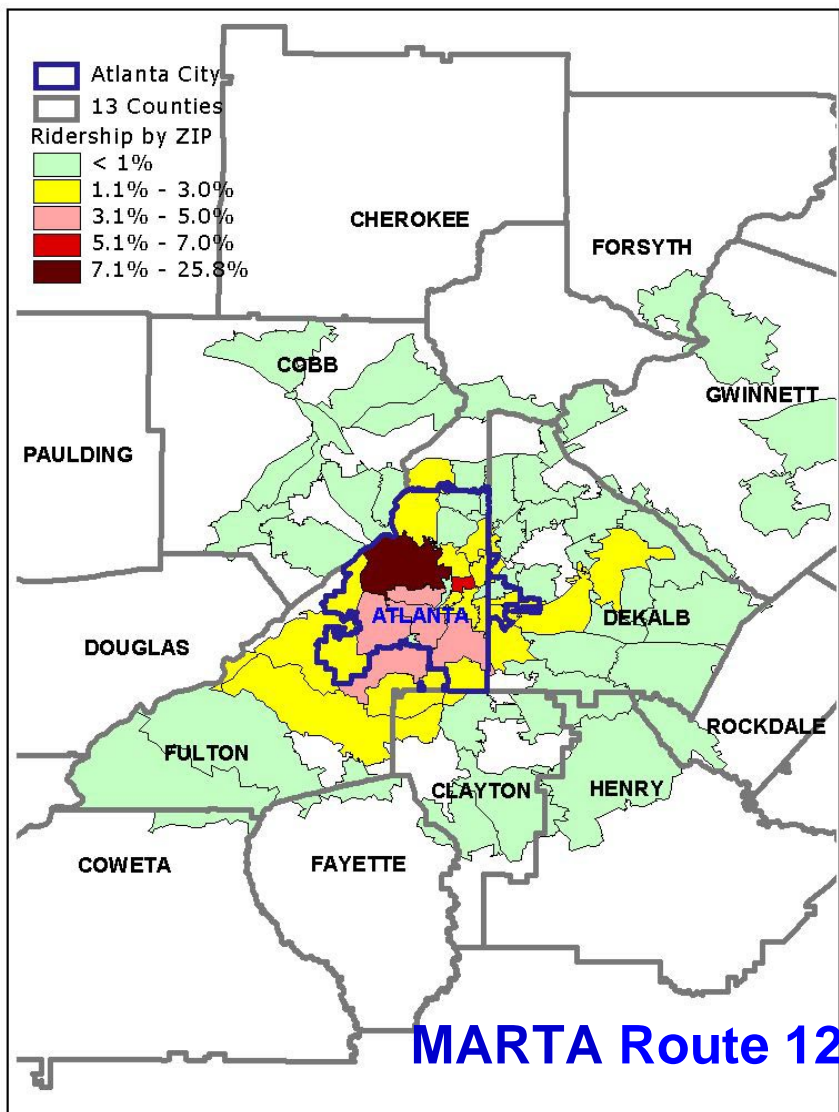
Top Reasons for Satisfaction

- Quick
- Convenient
- On-time
- It takes me where I need to go
- Frequent

Top Reasons for Dissatisfaction

- Not on-time
- Slow
- Trip too long (Route 12)
- Infrequent (Route 10)

RIDERSHIP BY HOME ZIP CODE



IMPACTS OF JOINT SERVICE

- Joint Service allowed 38% of MARTA Route 12 respondents to ride to Cumberland Transfer Center. Among this rider segment:
 - 33% did not make their trips before the Joint Service.
 - 24% used private cars to make their trips before the Joint Service.
 - 59% traveled to work and 14% for shopping purpose.
 - 32% of respondents stated that their travel time was faster.

IMPACTS OF JOINT SERVICE

- Joint Service allowed 48% of CCT Route 10 respondents to ride to Midtown or Downtown Atlanta. Among this rider segment:
 - 36% did not make their trips before the Joint Service.
 - 40% used private cars to make their trips before the Joint Service.
 - 67% traveled to work and 14% for personal business.
 - 2 out of 3 respondents used Route 10 to ride into Midtown or Downtown Atlanta on a daily basis or a few times per week.
 - 42% of respondents stated that their travel time was faster.
- Joint Service and new riders:
 - 25% of MARTA Route 12 respondents have transit tenure less than one year (respective figure for MARTA systemwide is 17%).
 - 38% of CCT Route 12 respondents have transit tenure less than

CONCLUSIONS

Regional partnerships create a win-win situation by providing:

- More convenient services;
- Opportunities for new jobs, school, shopping, personal business, and other activities;
- New customers and employee bases for local economies; and
- New avenue for choice riders to use public transportation.

Questions & Answers

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY



DEMOGRAPHIC AND USAGE PROFILE

**Compared to MARTA Route 12 riders,
CCT Route 10 riders:**

- Rode more frequently;
- Had slightly lower proportion of work trips, but higher proportion of personal business trips;
- Were less transit dependent;
- Had higher median household income;
- Had shorter transit tenure; and
- Had higher proportion of female riders.